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Broadcasters Letter

United States Department of Agriculture • Office of Communications • Washington, DC 20250-1300

Letter No. 2675

August 19, 1994

USDA AND EPA SIGN AGREEMENT -- Agriculture Secretary Mike Espy and U.S. Environmental Protection Agency Administrator Carol Browner signed a Memorandum of Understanding August 15 committing their agencies to providing the agricultural community with pest management techniques and tools that reduce pesticide risks to public health and the environment, while ensuring economically sound agricultural production. Agriculture Secretary Espy said this agreement will enable EPA to speedup the registration process for pesticide alternatives developed by USDA. Espy emphasized that this is good news for producers, consumers and the environment. The agreement establishes a joint USDA and EPA process to identify where pest control alternatives are limited and loss of a material through regulatory action will leave producers without adequate means to control important pests. For those situations, USDA will conduct research and technology transfer efforts to develop new materials. EPA will then expedite registration to ensure that producers have materials available for field use. **Contact: Tom Amontree (202) 720-4623.**

30 NEW PLANT VARIETIES -- USDA has issued certificates of protection to developers of 30 new varieties of seed-reproduced plants including barley, corn, cotton, hard fescue, tall fescue, muskmelon, fodder radish, rice, vinca, buffalograss, tobacco, wheat and durum wheat. USDA's Agricultural Marketing Service commissioner of the Plant Variety Protection Office Kenneth Evans said developers of the new varieties will have the exclusive right to reproduce, sell, import and export their products in the U.S. for 18 years. Certificates of protection are granted after a review of the breeders' records and claims that each new variety is novel, uniform and stable. **Contact: Alicia Ford (202) 720-8998.**

FORMER SOVIET UNION ELIGIBLE FOR MORE BUTTERFAT -- Agriculture Secretary Mike Espy announced August 17 that the Former Soviet Union is eligible for an additional 5,000 metric tons of butterfat under USDA's Dairy Export Incentive Program. Sales of butterfat will be made to buyers within the Former Soviet Union or to third-country buyers through commercial channels at competitive world prices. **Contact: Lynn Goldsbrough (202) 720-3930.**

USDA AND USTR SEEK PUBLIC CANDIDATES -- The U.S. Department of Agriculture (USDA) and the Office of U.S. Trade Representative (USTR) request applications from members of the public wishing to serve on the Joint Commission on Grains. Three to five individuals will be selected to represent the U.S. on the commission. The Canadian Government will select an equal number to represent Canada. A Joint Commission on Grains will be established to examine all aspects of the two countries' respective marketing and support systems for all grains and the effect of those systems on the Canadian and U.S. markets and on competition between the two countries in third country markets. Objective of this commission will be to make recommendations to assist the U.S. and Canadian governments in reaching long-term solutions to problems in the grains sector. Applications must be received by August 25. Members of the commission will be named September 1, 1994. **Contact: Henry Schmick (202) 720-1336.**

FINAL DECISION ON FEDERAL MILK ORDERS -- USDA has issued an amplified final decision on proposed amendments to the federal milk order for New England and other marketing areas. This amplified decision more fully explains why USDA chose not to change the Class I milk pricing structure in its March 1993 decision. Class I milk, used exclusively for drinking purposes, is the highest valued milk price under marketing orders. The amplification is in response to a U.S. District Court order issued in April. The court's opinion held that the March 1993 final decision failed to consider the statutory pricing factors required by the Agricultural Marketing Agreement Act. The court took no position on whether the Class I milk pricing system must be changed, but observed that the final decision needed further clarification. The amplified final decision was published as a final rule in the August 17 Federal Register. **Contact: Connie Crunkleton (202) 720-8998.**

SERVICE FEES INCREASED ON FRUITS AND VEGETABLES -- USDA has announced that it is increasing service fees for certain voluntary inspection, grading and certification of processed fruits and vegetables. USDA's Agricultural Marketing Service Administrator Lon Hatamiya said the major factor contributing to the increased fees is congressionally-mandated salary increases for federal employees. The increases will affect all processors of fruits and vegetables who request grading services, including those who have signed term contracts. **Contact: Gil High (202) 720-8998.**

ROUNDTABLE LAUNCHES "WATER 2000" -- More than one-half million rural American households still lack quality plumbing in their homes, said Secretary of Agriculture Mike Espy as he launched his "Water 2000" goal at an August 10 water roundtable hosted by USDA in Washington, DC. "Such conditions are deplorable," Espy said. "It is this administration's goal to have running water in every rural home by the year 2000." **Contact: Jim Brownlee (202) 720-2091.**

ALGERIA ELIGIBLE FOR MORE BARLEY -- Agriculture Secretary Mike Espy announced that Algeria is eligible for an additional 200,000 metric tons of barley under USDA's Export Enhancement Program. This barley allocation will be valid until September 30, 1994. **Contact: Marlene Phillips (202) 720-2061.**

REFINED BEET SUGAR -- USDA's Commodity Credit Corporation (CCC) has sold 13.6 million pounds of CCC-owned refined beet sugar at 24.75 cents per pound. The sugar was sold to Sweetener Products Company under a recent announcement issued by CCC for competitive offers to purchase all of the sugar in CCC's inventory. **Contact: Bruce Merkle (202) 720-8206.**

VENEZUELA ELIGIBLE FOR MORE MILK POWDER -- Agriculture Secretary Mike Espy announced that Venezuela is eligible for an additional 2,500 metric tons of milk powder, limited to non-fat dry milk powder only, under USDA's Dairy Export Incentive Program. Sales of non-fat dry milk powder will be made to buyers in Venezuela through commercial channels at competitive world prices. **Contact: Lynn Goldsbrough (202) 720-3930.**

FAX -- You can obtain our radio and TV programming information and the **Broadcasters Letter** through your facsimile machine by calling USDA's AgNewsFax. Use the telephone connected to your FAX machine to call **(202) 690-3944**. At voice prompts press **1**, press **4**, then to receive **Broadcasters Letter**, press **9200**; radio newslines information, press **9250**; TV contents billboard, press **9260**; TV scripts, press **9270**. After all your selections, then press **#**, press **3**, and press the **start** button on your FAX machine.

FROM OUR RADIO SERVICE

AGRICULTURE USA # 1942 -- In this edition, Gary Crawford helps all of us celebrate Smokey Bear's 50th birthday! (Weekly cassette -- 13-1/2 minute documentary.)

CONSUMER TIME # 1423 -- Food safety for back-to-school; Smokey's 50!; new food safety tests; propagating your own shrubs; sheep virus model for Aids research. (Weekly cassette -- 2-1/2 to 3 minute consumer features.)

AGRITAPE FEATURES #1933 -- USDA/EPA sign agreement of cooperation; feed grain comments; big cotton surprise; oats imports; nutrient management. (Weekly cassette -- news features.)

UPCOMING ON USDA RADIO NEWSLINE. These are USDA reports we know about in advance. Our newslines carries many stories every day which are not listed in this lineup. Tuesday, August 30, poultry outlook; weekly weather and crop outlook; Wednesday, August 31, agriculture prices outlook; rice stocks report; Tuesday, September 6, weekly weather and crop outlook; Wednesday, September 7, agriculture income and finance.

USDA RADIO NEWSLINES (202) 488-8358 or 8359.

COMREX ENCODED (202) 720-2545

Material changed at 5 p.m., EDT, each working day.

FROM OUR TELEVISION SERVICE

FEATURES -- Lynn Wyvill has a package of three back-to-school food safety features - food safety tips for packing bottles and food for young children, packing a safe lunch for school children and a food safety quiz for college students living in dormitories.

ACTUALITIES -- USDA chief meteorologist Norton Strommen on the impact of hot dry weather in the West and the latest 30 day weather outlook.

UPCOMING FEATURES -- Pat O'Leary reports on USDA's new schedule for releasing Crop Reports and Lynn Wyvill reports on a USDA National Agricultural Library special collection of posters that illustrate the role of agriculture during World War I.

SATELLITE COORDINATES FOR TV NEWSFEEDS:

*Galaxy 7, Transponder 9, Channel 9, Audio 6.2 or 6.8, Downlink frequency 3880 Mhz.
Available on Thursdays 3:45 - 4:00 p.m., EDT; Mondays 11:00 - 11:15 a.m., EDT.*

Comments and suggestions are welcome regarding USDA broadcast services.
Call Larry A. Quinn, (202) 720-6072; write 1618-S, USDA, Washington, D.C. 20250-1300.

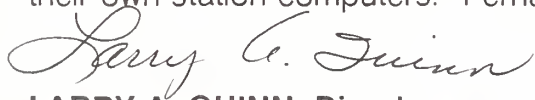
OFF MIKE

HALL OF FAME...for the national agricultural fraternity, Alpha Gamma Rho (AGR), inducted a new member August 10 -- **Herb Plambeck**. Herb is a veteran Iowa farm broadcaster and agricultural writer who was a special assistant to the Secretary of Agriculture when I arrived at USDA 20 years ago. AGR, which has close to 50,000 members, presented the prestigious Hall of Fame honor to Herb in Scottsdale, AZ.

IT'S FAIR TIME...and many broadcasters are entertaining their listeners with live coverage of county and state events. **Orion Samuelson** and **Max Armstrong** of WGN (Chicago, IL) are on the fair circuit having broadcast from the Wisconsin State Fair, Carroll County, (IL) Fair, and the Indiana State Fair. Orion and Max are broadcasting all this week from the Illinois State Fair where **Secretary of Agriculture Mike Espy** is a guest speaker on August 19.

DROUGHT-LIKE CONDITIONS...are having a serious effect on northeast Colorado crops reports **Tom Riter** (KFKA, Greeley, CO), but diversity of crops is helping farmers survive. Dryland farmers are just "trying to weather it," Tom says, but farmers with irrigation are having a good year. Pinto beans are doing well, pickles are being harvested and onions are nearing harvest. Tom likes our "Agriculture USA" radio program and uses it every weekend.

SATELLITES AND COMPUTER TERMINALS...that's the way many broadcasts make it to air these days. **Gary Claus** (Northwest Ag News Network) works with **Gary Stewart** (Newberg, OR) and **Bob Hoff** (Spokane, WA) in serving 50 stations in Oregon, Washington and Idaho. Five programs are featured through their network: The Northwest Report, Line on Agriculture, Northwest Grain Report, Northwest Livestock Report, and Northwest Fruit and Vegetable Report. Their programs are taped in a conventional analog format, transferred to computer, digitized and sent by modem for uplinking to satellite, and their affiliate stations download the programs to their own station computers. Perhaps these features should be called "sound bytes."



LARRY A. QUINN, Director
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